



California WISEWOMAN Program Fact Sheet

Background

The Centers for Disease Control and Prevention (CDC), through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP), funds states and organizations to provide breast and cervical cancer screening services. In 1993, Congress authorized the CDC to establish the **Well-Integrated Screening and Evaluation for Women Across the Nation** (WISEWOMAN) Program to extend the services that are provided to women as a part of the NBCCEDP.

The Program

Purpose

The WISEWOMAN Program provides additional preventive health services to women enrolled in NBCCEDP by screening for heart disease and stroke risk factors. The program also provides lifestyle counseling sessions that are tailored to each women's heart disease and stroke risk factor screening and her readiness to make lifestyle behavior changes. Women who are eligible to receive WISEWOMAN services are underinsured or uninsured women 40–64 years of age. WISEWOMAN participants must first be enrolled in their state's Breast and Cervical Cancer Early Detection Program (BCCEDP).

Services

State preventive services for WISEWOMAN participants may include the following:

- Screening for heart disease risk factors (cholesterol, blood pressure, and glucose)
- Education and counseling to help women lower their risk for cardiovascular disease
- Dietary and physical activity interventions for women with abnormal screening results
- Smoking cessation
- Referral and follow-up as appropriate

Current Program Activity

Currently, CDC funds 21 state programs and tribal organizations: Alabama, Arkansas, California, Colorado, Illinois, Indiana, Iowa, Michigan, Nebraska, North Carolina, Oregon, Pennsylvania, Rhode Island, Southcentral Foundation (Alaska), Southeast Alaska Consortium, South Carolina, Utah, Vermont, West Virginia, Wisconsin.

California's Program

In 2001, funding was awarded for California's Program, which is called Heart of the Family or *Corazón de la Familia*.

California's Program began as a research project to pilot test the intervention design and materials entitled "New Leaf" and its Spanish translated version "*¡Vida Saludable, Corazón Contento!*" The study has since concluded and the focus-group-tested Heart of the Family Spanish manual, *Manual del Programa Corazon de la Familia de California*, is presently being used.

Target population

Heart of the Family participants consist of eligible women, 40–64 years of age, enrolled in California's BCCEDP, called *Every Woman Counts (EWC)*. In California, 70 percent of women enrolled in *EWC* are Latinas.



California state program goals

- New CDC four-year grant, awarded in 2013, will allow the California WISEWOMAN Program to build upon the lessons learned during the research phase and adapt and refine past program services to maximize reach to those served by the participating clinics.
- Educate all screened women on the signs and symptoms of heart attack and stroke and when to call 911.
- Deliver multi-session health coaching sessions tailored to each woman's heart disease and stroke risk factor screening results and her readiness to make lifestyle behavior changes.

Current program site participating in Heart of the Family:

- Family Health Centers of San Diego, (Logan Heights Family Health Center) San Diego County
- Vista Community Clinic, Vista , CA, San Diego County
- Northeast Valley Health Corporation (Pacoima Health Center) Los Angeles County

Each program site serves a large number of low-income women. As funding permits, other California clinics will be added.